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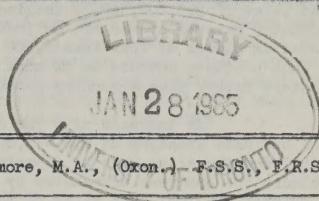
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CENSUS OF MERCHANTISING AND SERVICE ESTABLISHMENTS

RETAIL MERCHANTISE TRADE IN BRITISH COLUMBIA, 1941
(Preliminary Report)

Retail sales in British Columbia totalled almost three-hundred million dollars in 1941 according to preliminary figures for the Census of Merchandising and Service Establishments. There were 10,653 retail stores in the province in 1941 and these had sales of \$295,132,700. Payroll to full-time and part-time employees but exclusive of proprietors' earnings amounted to \$29,057,700, while the value of retail inventories as on December 31, 1941, was \$42,943,000.

The Census of Merchandising and Service Establishments formed part of the Decennial Census of 1941 and is the second complete survey of retail trade to be taken in Canada. The previous census of trading establishments related to the year 1930, when retail sales in British Columbia amounted to \$248,597,500. The volume of retail business was 19 per cent higher in 1941 than in the earlier period.

The scope of the 1941 Census of Merchandising varied slightly from that of 1930. Figures for the earlier year included certain minor types of business not included in the regular retail tables of the 1941 Census. On excluding figures for these types from the totals for both years an increase of 15 per cent is recorded in the number of stores while the increase in the volume of business transacted is raised to almost 24 per cent.

For Census purposes retail stores are divided into various kind-of-business classifications, depending partly upon popular designation and partly upon the kind of commodities handled. These individual kind-of-business classes are then combined into ten broad groups. Included in the total figures for 1941 were 3,560 stores classified broadly as belonging to the food group and including those types of retail outlets such as confectionery stores, grocery stores, meat markets, etc., which deal chiefly although not exclusively in food products. These stores had sales of \$67,115,400 in 1941, an increase of almost 38 per cent over the corresponding figure for 1930.

Comparisons between the two years for individual kind-of-business classifications are distorted in some instances by changes in definition and methods of classification. They are also affected by changes in the nature of the business transacted by certain stores, changes which may occur suddenly or may develop gradually and may require the transference of the stores in question from one kind-of-business classification to another. Changes in number of stores and value of sales between the two census periods for individual lines of business, as shown in the accompanying tables, must be interpreted in the light of these considerations.

Included in the food group of stores were 1,589 grocery stores with sales of \$24,626,700 in 1941, a gain of 23 per cent above the 1930 figure. This figure should not be confused with the total sale of grocery products. The sales figure for grocery stores relates to the total volume of business transacted by stores dealing chiefly in grocery products and therefore classified for Census purposes as grocery stores. It does not include the value of grocery products sold by stores assigned to other kind-of-business classifications such as department stores or country general stores.

The increase in sales for stores selling both groceries and meats was outstanding at over 200 per cent. There were 246 such stores in 1941 with \$18,966,200 sales compared with 158 stores with \$6,310,400 sales in 1930. On the other hand, the number of stores specializing in meat products only declined from 44 in 1930 to 34 in 1941, while the value of business done by this type of store declined by 12 per cent. Combined figures for grocery stores, combination stores and meat markets reveal a gain of 43 per cent in the volume of sales between the two periods.

There were 684 stores classified as country general stores in British Columbia in 1941 and these had sales of \$13,692,300, a decline of 11 per cent from the business transacted by 771 such stores in 1930. Country general stores are defined for Census purposes as stores selling a general line of merchandise and located in places of less than 2,000 population. Food products are usually sold in these stores but if the sale of such products amounts to as much as 80 per cent of the total business, the store is classified as a grocery store rather than a country general store.

An increase of 9 per cent was recorded for stores in the general merchandise group, the volume of business standing at \$52,471,800 in 1941 compared with \$48,167,100 in the earlier period. This figure includes the sales made by department stores, general merchandise stores and variety stores, and it also includes the business transacted by mail-order houses and offices. There were 45 variety stores in British Columbia in 1941 with sales of \$4,480,400. General merchandise and dry goods stores transacted business to the value of \$3,027,900, while department store sales including mail-order houses and offices amounted to \$44,963,500 in 1941, an increase of 16 per cent over the \$38,831,900 reported for 1930.

There were 1,287 establishments engaged in some phase of the automotive trade and therefore assigned to the automotive group of stores. These had sales of \$50,931,400 in 1941, an increase of 50 per cent over the business transacted by 1,093 establishments in 1930. Included in the totals for 1941 were 189 motor vehicle dealers with sales of \$33,776,900, an increase of almost 59 per cent over the corresponding figure for 1930. There were 802 filling stations in 1941 with sales of \$11,300,500, up more than 110 per cent over the business transacted by 463 filling stations in 1930. There were also 220 establishments classified as garages in 1941 with sales of \$4,124,400, down 26 per cent from the earlier year. The garages included here are establishments combining repairs with the sale of gas, oil, accessories and equipment and where receipts from repairs and other services amounted to less than one-half of the total annual business. When revenue was reported as being derived chiefly from repairs and services, the establishment was assigned to the service section of the Census rather than to the merchandising.

The apparel group included 1,145 stores with \$24,026,100 sales, a gain of 38 per cent over the business transacted by 772 stores in this group in 1930. This group is divided into four main subdivisions: stores specializing in men's clothing and furnishings were down 2 per cent in sales in 1941 from 1930, women's specialty shops gained 50 per cent, while stores dealing both in men's and women's clothing increased in volume of business by 163 per cent. There were 51 family clothing stores in 1930 and 108 in 1941, indicating that there was a considerable shift in classification from the specialty shops to the more general line. Included in the apparel group were also 149 specialty shoe stores with sales of \$13,745,400, up 22 per cent over the corresponding figure for the earlier year.

There were 460 retail establishments in the building materials group in 1941, and these had sales of \$14,538,300, up 17 per cent over the business transacted by 388 establishments in 1930. Hardware stores form the most important classification in this group. There were 198 such stores in 1941 with sales amounting to \$5,119,700, a gain of 16 per cent over the preceding Census year.

Stores dealing chiefly in furniture, musical instruments and household appliances numbered 344 in 1941 and had sales of \$10,589,000, an increase of 30 per cent over the business transacted by 292 stores eleven years ago. The restaurant group of establishments consisted of 930 places of business with receipts of \$14,299,500, an increase of 41 per cent over the business done by 634 eating places in 1930.

Other important lines of business, for which figures are shown in the accompanying tables include drug stores, of which there were 299 in 1941 with sales amounting to \$7,740,100, up 19 per cent over the business transacted by 268 drug stores in 1930. Establishments specializing in the sale of fuel or ice numbered 177 in 1941 with sales of \$3,524,500, down 40 per cent from the earlier period. This decrease must be interpreted, however, in the light of the possible changes in classification between retail and wholesale trade. Firms operating on both bases may have changed the proportions of their business transacted at wholesale and retail prices sufficiently to warrant their transference from one phase of the merchandising census to the other. Jewellery store sales were 43 per cent higher in 1941 than in 1930, while government liquor store sales increased 8 per cent from \$14,735,400 in 1930 to \$15,921,600 in 1941.

Chain Stores

The proportion of the total retail trade of British Columbia transacted by chains increased from 19.8 per cent in 1930 to 21.4 per cent in 1941. There were 795 units of chain companies operating in the province in 1941 and these had sales of \$63,290,800. The chain figures shown in this report relate to all firms having four or more retail outlets with the exception of department stores and mail-order houses. All department stores and mail-order houses or offices are classified for Census purposes as independents irrespective of the number of units operated by any one firm. The chain figures relate to corporate chains only; voluntary chains in which the individual stores are independently owned but are grouped for buying or advertising purposes are classified as independents rather than as chains.

In the food retail field there were 206 chain units and these had sales of \$16,926,000 or 58.8 per cent of the total business of all grocery or combination stores. This represents a marked increase from 1930 when the proportion of business transacted by chains in this field was 26.1 per cent. There was but slight change in the proportion of drug store business transacted by chains, the ratios of chain to total sales standing at 32.8 per cent for 1941 compared with 31.7 per cent for the previous year. Liquor stores operated by the provincial government are classified as chains in this report. The comparatively small increase in government liquor store sales between 1930 and 1941 was a factor contributing to the relatively small increase in the proportion of the total trade of the province transacted by chains between the two years.

Scope of Report

This report is one of a series presenting preliminary results of the Census of Merchandising and Service Establishments, 1941. This census was taken by mail, the mailing list for the purpose having been prepared by the population census enumerators who were instructed to list the names and addresses of all business firms in their respective enumeration areas in June, 1941. Specially prepared schedules were mailed early in 1942 to all firms thus listed on which to report their business operations for the calendar year 1941 or the fiscal year conforming most closely with that period.

This report covers only the salient features of retail merchandising establishments and shows the number of stores, value of sales, annual payroll and year-end inventory for stores classified by kind of business. Figures are shown in detail for the province as a whole and for the cities of Vancouver and Victoria. Figures in lesser detail are shown for each census division and for each incorporated place of 1,000 population or over. The operations of those types of service establishments coming within the scope of the Census will be shown in a later report. A report on the wholesale trade will also be published. More detailed reports covering other phases of the retail trade are in course of preparation.

Supplementary Reports

The results summarized in the preceding sections relate to regular established places of retail business. In addition, reports were received from a large number of persons who either had no established place of business or else did not devote their full time to retail trading. The chief types of business covered by these supplementary reports include agents for men's or women's garments, fruit and vegetable peddlers, agents for spices and pharmaceuticals, farm implement agencies carried by farmers and agents for commercial fertilizers. There were 598 such persons from whom reports were received and their sales for 1941 totalled \$1,553,900.

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Table 1. BRITISH COLUMBIA--Retail Merchandise Trade, by Kinds of Business
Comparison of Stores and Sales, 1930 and 1941. Payroll and Inventory, 1941

The notation "n.c." after a classification indicates that figures for 1930 and 1941 are not comparable due to differences in the scope of the Census for the two years.

Kind of Business	Number of Stores		Net Sales			Payroll 1941	Inventory Dec. 31 1941
	1930	1941	1930	1941	% Change		
TOTAL, ALL STORES	9,501	10,653	\$ 248,597,500	\$ 295,132,700	+ 18.7	\$ 29,057,700	\$ 42,943,000
Total, Comparable Stores (1)	9,161	10,566	235,518,900	291,343,100	+ 23.7	28,733,500	42,490,500
Food Group	3,476	3,560	48,692,000	67,115,400	+ 37.8	4,160,500	4,625,900
Bakery products stores (2)	178	142	1,474,600	1,575,000		137,100	50,500
Candy and confectionery stores --							
Candy, nut stores	28	24	358,000	304,000		54,600	18,100
Confectionery stores	719	784	4,341,300	5,499,500		269,100	473,300
Dairy products dealers --							
Dairy products stores (3)	27	43	261,700	1,088,300		349,000	33,100
Eggs and poultry stores	24	27	458,700	358,800		9,700	4,100
Milk dealers (n.c.) (4)	199	7	1,398,600	332,900		49,500	2,000
Fruit and vegetable stores	192	250	1,648,000	3,149,200		138,500	188,600
Grocery stores (without fresh meat)	1,303	1,589	19,977,500	24,626,700	+ 23.3	1,166,800	2,716,500
Combination stores (groceries and meats)	158	246	6,310,400	18,966,200	+200.6	1,190,600	823,300
Meat markets (including sea foods) --							
Meat markets	444	344	10,306,100	9,064,700	- 12.0	686,200	210,800
Fish markets	62	44	602,100	567,200		40,200	19,800
Other food stores --							
Caterers	1	2					
Coffee, tea and spice stores	14	11					
Delicatessen stores	42	37	1,555,000	795,100		69,200	86,000
Food stores with non-food departments	55	4					
Other food stores	31	6					
Country General Stores	771	684	15,348,500	13,692,300	- 10.8	738,100	3,243,200
General Merchandise Group	245	199	48,167,100	52,471,800	+ 8.9	7,146,900	9,697,300
Mail-order offices	25	[11 22	38,831,900	44,963,500	+ 15.8	6,361,400	8,090,500
Department stores	190	121	5,699,200	3,027,900		305,700	952,900
General merchandise and dry goods stores	30	45	3,640,000	4,480,400		479,800	653,900
Variety stores	1,093	1,287	33,923,400	50,931,400	+ 50.1	4,728,000	5,071,500
Automotive Group							
Motor vehicle dealers --							
Automobile dealers	172	[124 23	20,561,300	[18,057,200 12,329,600		1,800,500	2,279,200
Automobile dealers with wholesale car depts.	8	11	254,100	1,947,500		1,107,700	1,412,800
Automobile dealers with farm implements	16	31	480,600	1,143,600		210,300	247,500
Used car dealers	48	48	1,116,800	1,523,400		106,400	189,900
Accessory, tire and battery shops	368	220	5,607,200	4,124,400		196,300	186,100
Garages	463	802	5,360,100	11,300,500	- 26.4 +110.8	519,700	291,600
Filling stations						786,800	433,700
Other automotive establishments --							
Motorcycle dealers	2	6					
Motorcycle and bicycle dealers	6	3					
Aircraft and accessories	-	-	543,300	210,200		20,300	30,700
Boats, motor boats, canoes, yachts	5	2					
Boats, (gas, oil, accessories and repairs)	5	17					
Apparel Group	772	1,145	17,409,400	24,026,100	+ 38.0	2,645,000	7,381,100
Men's and boys' clothing and furnishings stores --							
Men's clothing or clothing and furnishings stores	113	148	4,371,600	4,291,100		422,800	1,583,500
Men's furnishings stores	59	32	714,900	354,100		25,000	197,700
Men's hat stores	5	9	161,300	132,500		39,900	54,800
Custom tailors and made-to-measure clothing	165	143	1,118,400	1,470,900		213,600	204,900
Family clothing stores	51	108	1,828,000	4,802,500	+162.7	551,600	1,977,600
Women's apparel and accessories stores --							
Women's ready-to-wear stores	129	282	4,258,000	5,949,900		610,800	1,279,200
Hosiery, lingerie and accessories stores	30	45	417,200	640,500		52,300	154,900
Millinery stores	47	55	267,400	466,800		51,600	51,200
Furriers--fur shops	15	26	937,500	1,035,500	+ 50.4	132,000	329,500
Infants' and children's wear stores	10	29	75,600	228,900		10,400	81,400
Other women's apparel stores	26	121	181,300	907,700		100,200	170,000
Shoe stores --							
Men's shoe stores	5	4					
Women's shoe stores	1	9	3,078,200	3,745,400	+ 21.7	434,800	1,303,400
Family shoe stores	116	136					

(1) Excludes milk dealers, farm implement dealers and feed stores, figures for which are not comparable for the two years.

(2) Exclusive of manufacturing bakeries. In addition to the sales reported here, retail sales of manufacturing bakeries were reported at \$3,184,000 in 1941.

(3) Exclusive of manufacturing dairies. In addition to the sales reported here, retail sales of manufacturing dairies were reported at \$2,155,000 in 1941.

(4) Figures for 1930 include producer distributors of milk. Such distributors are not included in the 1941 Census.

Table 1. BRITISH COLUMBIA--Retail Merchandise Trade, by Kinds of Business--(Cont'd)

Comparison of Stores and Sales, 1930 and 1941. Payroll and Inventory, 1941

The notation "n.c." after a classification indicates that figures for 1930 and 1941 are not comparable due to differences in the scope of the Census for the two years.

Kind of Business	Number of Stores		Net Sales			Payroll 1941	Inventory Dec. 31 1941		
	1930	1941	\$	\$	% Change				
			1930	1941					
Building Materials Group	388	460	12,434,900	14,538,300	+ 16.9	\$ 1,565,900	\$ 2,702,600		
Hardware stores --									
Hardware stores	174	196	4,425,400	5,119,700	+ 15.7	456,300	1,665,800		
Hardware and farm implements	10	2							
Lumber and building material dealers --									
Lumber and building materials	62	110	2,278,000	4,222,400	+ 25.5	432,100	462,600		
Lumber and building materials, coal and wood	21	10	1,667,800	728,000		97,700	70,200		
Other building materials	14	11	1,847,100	1,950,000		228,200	78,200		
Electrical supply stores	34	48	517,500	902,400		119,600	175,500		
Heating and plumbing equipment dealers	41	48	970,800	1,129,200		166,100	117,800		
Paint, glass and wallpaper stores	32	35	728,200	486,600		67,900	132,700		
Furniture--Household--Radio Group	292	344	8,121,100	10,589,000	+ 30.4	1,412,900	2,768,200		
Furniture stores --									
Furniture stores	81	117	2,349,300	4,938,100		477,500	1,183,300		
Furniture and undertaker	5	3	107,500	107,200		18,100	38,700		
Household appliance or radio dealers --									
Household appliance stores	45	59	1,842,700	1,995,900		411,700	305,500		
Household appliance stores with radios	31	44	444,300	1,654,000		222,600	514,100		
Radio and music stores --									
Radio specialty stores	24	29	275,900	142,500		4,800	41,200		
Radio and music stores	4	7	39,900	453,200		89,600	123,500		
Piano and music stores	42	10	2,229,500	152,200		22,500	63,100		
Other home furnishings and appliance stores --									
Antique shops	21	26	224,700	214,300		27,000	180,600		
China, glassware, kitchenware	6	18	178,400	362,500		58,700	95,200		
Floor coverings, curtains, interior decorations	7	17	141,800	490,500		72,500	192,000		
Picture and picture framing stores	20	11	161,200	51,200		5,600	23,500		
Other home furnishings stores	6	3	33,900	27,400		2,300	6,500		
Restaurant Group	634	930	10,135,000	14,299,500	+ 41.1	2,544,900	415,100		
Restaurants, cafeterias and other eating places									
Eating places with other merchandise	583		10,945,700			2,101,800	270,200		
Refreshment booths and stands	309		3,135,600			405,000	140,600		
38			218,200			38,100	4,300		
Other Retail Stores	1,599	1,787	52,959,700	46,217,600	- 12.7	3,994,800	6,716,200		
Arm implement dealers (n.c.) (5)	37	19	413,500	634,300		50,400	93,100		
Seed stores (n.c.) (5)	104	61	11,266,500	2,882,400		228,300	357,400		
Arms shops	11	4	74,700	38,500		1,300	21,400		
Book and stationery stores	36	51	793,900	947,600		160,800	278,900		
Coal and wood yards (ice dealers) --									
Coal and wood yards (including ice)	181	170	5,699,200	3,209,500	- 39.5	457,200	154,300		
Ice dealers	7	7	129,900	315,000		123,800	23,700		
Rug stores --									
Drug stores without soda fountain or lunches	268	225	6,530,400	5,661,600	+ 18.5	623,900	1,547,600		
Drug stores with soda fountain or lunches		74		2,078,500		211,200	434,800		
Liquor	70	100	761,600	780,400		95,900	55,900		
Gift, novelty and souvenir shops	42	66	416,000	469,500		44,600	211,200		
Camera and photographic supply stores	5	15	294,900	601,800		101,100	145,100		
Jewellery stores	137	153	2,668,200	3,808,000	+ 42.7	589,000	1,258,800		
Luggage and leather goods stores	8	10	148,000	195,400		19,700	63,300		
Musical instrument stores -- (without radios or pianos)	12	11	135,200	77,600		7,000	29,600		
Sportswear dealers	35	22	340,100	237,800		24,300	15,200		
Sportswear dealers and smallwares	21	3	173,100	24,200		-	3,800		
Office, store and school furniture--Equipment supplies--Office, store and school furniture equipment and supplies									
Office and store appliance dealers	12	9	352,500	262,200		45,900	69,800		
Opticians and optometrists	26	25	858,100	1,316,200		300,500	237,300		
Sporting goods stores	30	51	317,600	639,100		96,500	100,100		
Bicycle specialty shops	29	58	198,700	370,900		29,000	93,700		
Other specialty shops	-	7	-	56,900		19,300	4,600		
Sporting goods stores	17	29	486,600	561,400		53,400	171,300		
Scientific and medical instruments	5	4	69,200	19,200		1,500	4,100		
Tabacco stores and stands	198	389	2,900,800	3,516,400	+ 21.2	182,500	339,400		
Government liquor stores	73	75	14,735,400	15,921,600	+ 8.1	387,100	573,300		
Classified kinds of business	237	149	3,195,600	1,651,600		204,300	408,500		
Second-Hand Group	231	257	1,406,400	1,251,300	- 11.0	120,700	321,900		

⁵) Figures for 1930 include farmer agents. Figures for 1941 include only agents having established places of business.

⁶) Included in the figures for 1930 are a number of establishments assigned to the wholesale section of the 1941 Census.

Table 2. --BRITISH COLUMBIA--Retail Merchandise Trade by Types of Operation

Comparison of Stores and Sales for 1930 and 1941

An (a) indicates that figures for 1930 are not available.

An (x) indicates that figures are withheld to avoid disclosing individual operations.

Kind of Business and Type of Operation	Number of Stores		Total Sales		Per cent of Sales	
	1930	1941	1930	1941	1930	1941
TOTAL, ALL STORES	9,501	10,653	\$ 246,597,500	\$ 295,132,700	100.0	100.0
Independent Stores	8,811	9,858	199,463,500	231,841,900	80.2	78.6
Chain Stores	690	795	49,134,000	63,290,800	19.8	21.4
Grocery and Combination Stores	1,461	1,835	26,287,900	43,596,600	100.0	100.0
Independent stores	1,315	1,629	19,422,700	26,666,900	73.9	61.2
Chain stores	146	206	6,865,200	16,926,600	26.1	38.8
Variety Stores	30	45	3,640,000	4,480,100	100.0	100.0
Independent stores	9	23	65,200	318,900	1.8	7.1
Chain stores	21	22	3,574,800	4,161,500	98.2	92.9
Women's Apparel and Accessories Stores	(a)	556	(a)	9,229,600	(a)	100.0
Independent stores		531		7,895,800		85.5
Chain stores		25		1,333,800		14.5
Shoe Stores	122	149	3,078,200	3,745,400	100.0	100.0
Independent stores	103	119	(x)	2,855,000	(x)	76.2
Chain stores	19	30	(x)	890,400	(x)	23.8
Household Appliance or Radio Dealers	(a)	149	(a)	4,397,800	(a)	100.0
Independent stores		124		2,773,100		63.1
Chain stores		25		1,624,700		36.9
Restaurants	612	892	9,984,600	14,081,300	100.0	100.0
Independent stores	578	858	8,715,200	12,634,300	87.3	89.7
Chain stores	34	34	1,269,400	1,447,000	12.7	10.3
Drug Stores	268	299	6,530,400	7,740,100	100.0	100.0
Independent stores	227	251	(x)	5,199,200	(x)	67.2
Chain stores	41	48	(x)	2,540,900	(x)	32.8

Table 3. BRITISH COLUMBIA--Summary of Retail Merchandise Trade, by Census Divisions and Incorporated Places of 1,000 Population or Over.

Comparison of Stores and Sales for 1930 and 1941

An (x) indicates that corresponding figures for 1930 are not available.

Census Division and Locality	Population		Number of Stores		Net Sales		Per cent Change
	1931	1941	1930	1941	1930	1941	
TOTAL, BRITISH COLUMBIA	694,263	817,861	9,501	10,653	248,597,500	295,132,700	+ 18.7
Division No. 1							
Cranbrook	22,566	21,345	322	286	7,287,100	6,333,900	- 13.1
Fernie	3,067	2,568	84	73	2,347,600	1,734,800	- 26.1
Division No. 2	2,732	2,545	60	40	1,428,600	978,600	- 31.5
Creston	40,455	48,266	568	566	13,156,500	13,909,400	+ 5.7
Nelson	5,992	5,912	136	114	4,172,700	4,016,400	- 3.7
Revelstoke	2,736	2,106	58	48	1,401,800	860,600	- 38.6
Rossland	2,848	3,657	53	34	1,004,600	1,061,600	+ 5.7
Trial	7,573	9,392	117	131	4,182,300	5,507,600	+ 31.7
Division No. 3	40,523	51,605	519	636	12,545,400	13,740,300	+ 9.5
Grand Forks	1,298	1,259	36	31	726,600	469,600	- 35.4
Kelowna	4,655	5,118	91	98	3,018,800	2,731,900	- 9.5
Vernon	3,937	5,209	84	126	2,554,900	3,611,500	+ 41.3
Division No. 4	379,858	449,376	5,283	5,967	151,111,500	176,282,200	+ 16.7
Vancouver	246,593	275,353	3,845	4,096	122,830,900	140,523,900	+ 14.4
Chilliwack	2,461	3,675	84	101	2,761,000	2,946,300	+ 6.7
Mission	1,314	1,957	49	57	1,251,900	1,246,000	- 0.5
New Westminster	17,524	21,967	288	364	10,084,400	12,424,300	+ 23.2
North Vancouver	8,510	8,914	117	127	1,511,800	2,772,000	+ 83.4
Port Coquitlam	1,312	1,539	27	20	346,500	358,500	+ 3.6
Port Moody	1,260	1,512	24	20	155,900	270,800	+ 73.7
Division No. 5	120,933	150,407	1,756	2,018	42,384,700	60,381,000	+ 42.5
Alberni	-	1,807	(x)	45	(x)	763,500	
Courtenay	1,219	1,737	53	66	1,262,300	2,345,500	+ 85.8
Duncan	1,843	2,189	76	94	1,725,300	2,377,900	+ 37.8
Ladysmith	1,443	1,706	39	37	518,100	716,700	+ 38.3
Nanaimo	6,745	6,635	177	166	4,326,600	5,589,700	+ 29.2
Port Alberni	2,356	4,584	58	97	1,069,700	2,288,700	+113.4
Victoria	39,082	44,068	309	858	27,105,500	36,730,100	+ 35.5
Division No. 6	30,025	30,710	374	401	7,417,400	7,396,600	- 0.3
Kamloops	6,167	5,959	141	143	3,622,200	3,529,500	- 2.6
Division No. 7	12,658	14,344	78	124	2,837,200	2,655,600	- 6.0
Division No. 8	21,534	25,276	260	303	4,449,500	5,572,900	+ 25.2
Prince George	2,479	2,027	65	54	1,377,100	1,315,800	- 4.5
Division No. 9	18,698	18,051	266	233	6,269,000	6,968,900	+ 11.2
Prince Rupert	6,350	6,714	136	116	3,588,600	3,895,900	+ 8.6
Division No. 10	7,013	8,481	75	119	1,139,200	1,881,900	+ 65.2

Table 4. BRITISH COLUMBIA-Retail Merchandise Trade by Census Divisions
and Incorporated Places of 1,000 Population and Over, 1941

Number of Stores and Value of Sales, by Kind of Business Groups and for Selected Kinds of Business

(Sales shown in thousands of dollars)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

Census Division and Locality	KIND-OF-BUSINESS GROUPS															
	All Stores TOTAL			Food Group			Country General Stores		General Merchandise Group		Automotive Group		Apparel Group		Building Materials Group	
	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales
1. TOTAL, BRITISH COLUMBIA	10,653	295,133	3,560	67,115	684	13,692	199	52,472	1,287	50,931	1,145	24,026	460	14,538		
2. Division No. 1	286	6,334	77	1,593	36	578	10	1,247	49	1,170	20	217	19	334		
3. Cranbrook	73	1,735	17	446	-	-	4	148	11	452	10	115	7	147		
4. Fernie	40	979	15	339	-	-	2	(x)	6	116	2	(x)	5	46		
5. Remainder of Division	173	3,621	45	807	36	578	4	(x)	32	601	8	(x)	7	141		
6. Division No. 2	566	13,909	193	3,961	65	792	11	2,024	62	2,429	51	875	34	920		
7. Creston	17	257	5	110	-	-	-	-	1	(x)	2	(x)	3	30		
8. Nelson	114	4,016	35	832	-	-	3	443	11	1,069	15	320	5	307		
9. Revelstoke	48	861	16	349	-	-	-	-	3	(x)	6	64	4	59		
10. Rossland	34	1,062	10	305	-	-	3	343	3	49	3	(x)	5	99		
11. Trail	131	2,508	48	1,548	-	-	5	1,238	14	936	16	353	7	300		
12. Remainder of Division	222	2,206	79	617	65	792	-	-	30	263	9	58	10	126		
13. Division No. 3	636	13,740	188	3,497	44	1,051	18	744	109	3,064	66	1,189	38	1,213		
14. Grand Forks	31	470	9	104	4	112	-	-	4	97	3	16	2	(x)		
15. Kelowna	98	2,732	24	648	-	-	5	185	16	581	14	390	6	204		
16. Vernon	126	3,611	34	862	-	-	6	400	19	764	16	270	8	414		
17. Remainder of Division	381	6,928	121	1,883	40	939	7	159	70	1,621	33	512	22	(x)		
18. Division No. 4	5,967	176,282	2,096	40,462	121	2,479	105	36,111	701	29,437	695	15,336	234	6,615		
19. Vancouver	4,096	140,524	1,406	28,454	-	-	67	34,561	391	22,871	560	13,024	139	3,452		
20. Chilliwack	101	2,946	23	570	-	-	3	(x)	17	564	11	219	10	440		
21. Mission	57	12,460	16	369	-	-	3	109	10	133	6	(x)	7	139		
22. New Westminster	364	12,424	132	3,425	-	-	9	794	41	2,591	54	1,473	14	1,177		
23. North Vancouver	127	2,772	47	10,560	-	-	1	(x)	16	418	11	131	7	(x)		
24. Port Coquitlam	20	359	2	103	2	(x)	1	(x)	3	57	1	(x)	-	(x)		
25. Port Moody	20	271	7	94	2	(x)	-	-	6	62	1	(x)	1	(x)		
26. Remainder of Division	1,182	15,740	460	6,391	117	2,366	21	179	217	2,741	51	405	56	1,181		
27. Division No. 5	2,018	60,381	727	13,185	121	2,988	31	9,154	242	12,332	219	5,060	71	3,451		
28. Alberni	45	764	16	239	6	(x)	1	(x)	6	(x)	7	42	2	(x)		
29. Courtenay	66	2,346	16	487	-	-	3	55	12	903	11	281	8	220		
30. Duncan	94	2,378	32	572	-	-	3	337	14	754	11	136	5	128		
31. Ladysmith	37	717	14	349	1	(x)	2	(x)	2	(x)	7	101	3	(x)		
32. Nanaimo	166	5,590	56	1,026	-	-	7	1,010	18	1,529	19	464	5	296		
33. Port Alberni	97	2,283	32	706	-	-	3	211	10	243	21	267	5	182		
34. Victoria	858	36,730	278	6,145	-	-	9	7,505	85	7,665	117	3,568	30	2,152		
35. Remainder of Division	655	9,575	283	3,662	114	2,862	3	16	95	1,018	26	201	13	308		
36. Division No. 6	401	7,397	105	1,445	87	1,294	9	1,068	56	1,033	23	416	20	622		
37. Kamloops	143	3,530	39	787	-	-	5	379	19	554	17	322	9	534		
38. Remainder of Division	258	3,867	66	658	87	1,294	4	688	37	480	6	94	11	88		
39. Division No. 7	124	2,666	25	375	39	800	4	(x)	15	172	14	112	7	99		
40. Division No. 8	303	5,573	72	1,173	67	1,700	4	80	34	715	25	232	22	593		
41. Prince George	54	1,316	9	366	-	-	2	(x)	4	189	12	113	5	240		
42. Remainder of Division	249	4,257	63	807	67	1,700	2	(x)	30	527	13	120	17	353		
43. Division No. 9	233	6,969	59	1,331	59	1,079	5	1,378	8	232	29	584	11	642		
44. Prince Rupert	116	3,896	37	1,176	-	-	4	(x)	3	205	24	555	9	(x)		
45. Remainder of Division	117	3,073	22	155	59	1,079	1	(x)	5	27	5	49	2	(x)		
46. Division No. 10	119	1,882	18	96	45	932	2	(x)	11	348	3	5	4	48		

Table 4. BRITISH COLUMBIA--Retail Merchandise Trade by Census Divisions
and Incorporated Places of 1,000 Population and Over, 1941

Number of Stores and Value of Sales, by Kind of Business Groups and for Selected Kinds of Business
(Sales shown in thousands of dollars)

An (x) indicates that figures are withheld to avoid disclosing individual operations, but these are included in the totals.

INDIVIDUAL KINDS OF BUSINESS
(Included also in Group Totals)

Furniture Household-Radio Group	Restaurant Group		Other Retail Stores Group		Grocery and Combination Stores		Motor Vehicle Dealers		Filling Stations		Garages		Drug Stores		1.	
	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales	Stores	Sales		
	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$	\$		
344	10,589	930	14,300	2,044	47,469	1,835	42,593	189	32,773	802	11,301	220	4,124	299	7,740	
9	149	30	279	36	767	45	1,133	11	661	25	265	13	244	8	184	2.
3	23	10	119	11	285	10	335	5	376	4	60	2	(x)	2	(x)	3.
2	(x)	4	46	4	84	8	233	2	(x)	3	15	1	(x)	2	(x)	4.
4	(x)	16	1,140	21	398	27	565	4	(x)	18	195	10	217	4	80	5.
23	587	41	566	86	1,755	111	2,748	14	1,615	26	283	20	377	16	321	6.
2	(x)	2	(x)	2	(x)	3	79	1	(x)	-	-	-	-	-	-	7.
10	335	8	143	27	570	25	661	7	1,002	-	-	4	67	3	86	8.
2	(x)	7	59	10	197	6	189	-	-	1	(x)	2	(x)	2	(x)	9.
1	(x)	3	24	6	168	6	202	-	-	1	(x)	2	(x)	2	(x)	10.
7	193	11	286	23	654	25	997	5	551	3	86	4	145	4	94	11.
1	(x)	10	(x)	18	125	46	620	1	(x)	21	161	8	52	5	43	12.
20	341	52	644	101	1,999	106	2,473	24	2,145	56	500	26	394	17	452	13.
-	4	(x)	5	71	63	4	1,202	1	(x)	1	(x)	1	-	-	-	14.
7	119	8	156	18	449	15	494	5	483	6	483	4	50	3	105	15.
4	99	15	189	24	612	19	541	6	596	9	103	3	(x)	3	129	16.
9	122	25	(x)	54	867	68	1,375	11	(x)	40	348	18	271	11	218	17.
201	7,126	519	9,208	1,295	29,507	997	25,554	73	19,062	497	7,260	84	1,775	184	4,838	18.
149	5,842	390	7,929	944	24,342	640	16,892	52	15,836	261	4,606	46	1,319	129	2,756	19.
4	(x)	10	86	23	581	11	394	4	426	9	97	3	38	3	67	20.
2	(x)	4	59	9	297	9	266	-	-	4	45	6	88	2	(x)	21.
18	801	29	555	67	1,610	57	2,665	7	1,915	27	508	2	(x)	9	305	22.
8	217	11	143	26	583	25	779	4	318	10	51	2	(x)	4	87	23.
-	-	3	24	5	124	1	(x)	-	-	1	(x)	2	(x)	1	(x)	24.
-	-	-	-	5	38	2	(x)	-	-	6	(x)	-	-	1	(x)	25.
20	181	72	404	168	1,895	252	4,461	6	567	179	1,878	23	222	35	516	26.
58	1,784	185	2,634	364	9,793	392	8,582	38	8,716	146	2,535	43	906	48	1,345	27.
1	(x)	6	780	-	12	12	185	1	(x)	4	62	1	(x)	-	(x)	28.
2	(x)	3	11	269	6	233	7	844	4	58	-	2	(x)	2	(x)	29.
4	51	6	61	19	336	13	348	5	529	4	88	4	125	3	76	30.
1	(x)	2	(x)	5	93	10	290	1	(x)	-	-	1	(x)	1	(x)	31.
6	188	20	249	35	828	23	606	6	1,245	10	239	-	-	4	111	32.
4	84	7	103	15	487	14	453	3	150	3	37	4	57	3	97	33.
37	1,325	84	1,735	218	6,635	119	3,718	15	5,827	47	1,305	18	446	22	768	34.
3	6	57	356	61	1,146	195	2,749	-	-	74	745	15	242	13	213	35.
14	140	42	430	45	950	71	996	10	530	34	361	9	132	7	175	36.
10	118	18	275	26	561	28	550	5	352	8	151	4	42	3	100	37.
4	22	24	155	19	389	43	446	5	178	26	210	5	91	4	75	38.
4	185	2	(x)	14	271	13	224	3	71	5	32	4	(x)	3	(x)	39.
5	48	27	197	47	834	53	934	9	468	10	58	14	168	9	181	40.
3	(x)	7	76	12	245	7	309	2	(x)	-	-	2	(x)	2	(x)	41.
2	(x)	20	122	35	589	46	624	7	(x)	10	58	12	(x)	7	(x)	42.
6	220	22	249	34	1,254	37	919	4	216	1	(x)	1	(x)	5	147	43.
6	220	13	221	20	866	22	832	3	(x)	-	-	2	(x)	3	(x)	44.
-	-	9	28	14	388	15	87	1	(x)	1	(x)	1	(x)	3	(x)	45.
4	10	10	(x)	22	338	10	32	3	289	2	(x)	6	56	2	(x)	46.

Table 5. VANCOUVER--Retail Merchandise Trade, by Kinds of Business
Comparison of Stores and Sales, 1930 and 1941. Payroll and Inventory, 1941.

Group totals may include figures for classifications for which separate figures are not shown.

Kind of Business	Number of Stores		Net Sales			Payroll 1941	Inventory Dec. 31 1941
	1930	1941	1930	1941	% Change		
TOTAL, ALL STORES	3,845	4,096	122,830,900	140,523,900	+ 14.4	15,923,000	18,937,700
Food Group	1,627	1,406	22,020,600	28,454,200	+ 29.2	1,929,000	1,676,200
Candy and confectionery stores	388	357	2,591,700	2,565,600	-	141,100	213,000
Fruit and vegetable stores	130	143	1,167,100	1,995,400	+ 73.0	96,900	124,100
Grocery stores (without fresh meat)	576	559	8,296,600	8,668,400	+ 4.5	450,000	903,600
Combination stores (groceries and meats)	68	81	2,610,600	8,223,900	+ 215.0	518,500	253,000
Meat markets (including sea foods)	215	96	4,284,900	3,545,500	- 17.5	296,100	84,600
General Merchandise Group	75	67	30,304,900	34,560,500	+ 14.0	5,012,900	6,147,700
Mail-order offices	-	1	26,664,600	31,242,800	+ 17.2	4,661,900	5,502,600
Department stores	3	3	1,476,100	1,039,600	- 28.7	102,200	350,000
General merchandise stores	62	51	2,164,200	2,273,100	+ 4.6	248,800	295,100
Variety stores	10	12					
Automotive Group	366	391	15,547,800	22,871,100	+ 47.1	2,055,700	2,203,200
Motor vehicle dealers	43	52	8,687,300	15,836,000	+ 82.3	1,369,100	1,861,700
Accessory, tire and battery shops	24	28	854,800	1,057,600	+ 23.8	139,500	134,100
Garages	125	46	2,528,700	1,319,200	- 47.8	210,000	70,300
Filling stations	163	261	3,017,500	4,605,700	+ 52.0	330,400	127,700
Apparel Group	373	560	10,296,300	13,023,700	+ 26.5	1,647,600	3,447,800
Men's and boys' clothing and furnishings stores	165	149	3,936,400	3,405,200	- 13.5	490,500	969,100
Family clothing stores	10	26	370,500	1,925,900	+ 51.5	246,200	726,600
Women's apparel and accessories stores	146	330	4,210,700	5,630,300	+ 33.7	653,900	1,187,300
Shoe stores	52	55	1,778,700	2,062,300	+ 15.9	257,000	594,800
Building Materials Group	147	139	5,270,100	3,451,500	- 34.5	381,900	489,600
Hardware stores	62	55	1,278,600	872,000	-	85,600	257,700
Lumber and building material dealers	26	35	1,898,100	1,500,000	- 18.7	126,400	96,500
Furniture--Household--Radio Group	138	149	4,915,900	5,842,100	+ 18.8	854,400	1,486,600
Furniture stores	38	52	1,162,200	2,435,900	+ 110.5	255,100	563,400
Household appliance or radio dealers	62	59	3,235,700	2,706,700	- 16.1	487,400	672,700
Other home furnishings and appliance stores	38	38	518,000	699,500	+ 35.4	111,900	250,500
Restaurant Group	303	390	6,477,200	7,938,600	+ 22.6	1,529,700	185,000
Other Retail Stores	686	852	27,054,200	23,622,200	- 12.7	2,429,600	3,077,200
Book and stationery stores	23	34	426,100	734,800	+ 73.4	138,500	196,400
Drug stores	112	129	3,093,200	3,756,000	+ 21.4	451,400	743,500
Jewellery stores	54	54	1,750,300	2,586,600	+ 48.7	355,900	660,700
Tobacco stores and stands	110	230	1,592,500	2,015,800	+ 26.6	85,300	174,500
Second-Hand Group	130	142	943,900	760,000	- 19.5	82,200	194,400

Table 6. VANCOUVER--Retail Merchandise Trade, by Types of Operation

Comparison of Stores and Sales for 1930 and 1941

Kind of Business and Type of Operation	Number of Stores		Total Sales		Per cent of Sales	
	1930	1941	1930	1941	1930	1941
TOTAL, ALL STORES	3,845	4,096	\$ 122,830,900	\$ 140,523,900	100.0	100.0
Independent Stores	3,479	3,709	94,844,000	104,504,400	77.2	74.4
Chain Stores	366	357	27,986,900	36,019,500	22.8	25.6
Grocery and Combination Stores	644	640	10,907,200	16,392,300	100.0	100.0
Independent stores	550	535	6,855,000	8,102,800	62.8	46.0
Chain stores	94	105	4,054,200	8,787,500	37.2	52.0

Table 7. VICTORIA--Retail Merchandise Trade by Kinds of Business
Comparison of Stores and Sales, 1930 and 1941. Payroll and Inventory, 1941

Group totals may include figures for classifications for which separate figures are not shown.

Kind of Business	Number of Stores		Net Sales			Payroll 1941	Inventory Dec. 31 1941
	1930	1941	\$	\$	% Change		
TOTAL, ALL STORES	309	858	\$ 27,108,500	\$ 36,730,100	+ 35.5	\$ 4,065,200	\$ 5,222,300
Food Group	333	278	4,653,600	6,144,700	+ 32.0	354,300	380,800
Candy and confectionery stores	64	58	421,200	568,200	31,900	53,100	
Fruit and vegetable stores	16	38	156,600	376,100	14,200	23,800	
Grocery stores (without fresh meat)	90	102	1,631,400	1,627,400	- 0.2	57,400	152,400
Combination stores (groceries and meats)	15	17	755,100	2,090,800	+176.9	130,400	78,700
Meat markets (including sea foods)	36	36	832,100	1,068,400	+ 28.4	74,900	18,100
General Merchandise Group	19	9	6,520,500	7,504,600	+ 15.1	1,047,800	1,257,900
Automotive Group	81	85	3,884,400	7,665,300	+ 97.3	886,200	865,200
Motor vehicle dealers	14	15	2,502,700	5,827,300	+132.8	683,600	778,300
Garages	28	18	629,200	445,900	- 18.7	66,700	17,900
Filling stations	27	47	523,000	1,305,000	+ 123.9	132,200	57,300
Apparel Group	71	117	2,410,800	3,568,100	+ 48.0	408,900	982,200
Men's and boys' clothing and furnishings stores	31	32	531,300	683,100	+ 28.6	62,000	175,200
Family clothing stores	4	6	540,800	793,800	+ 46.8	122,200	355,700
Women's apparel and accessories stores	22	60	907,000	1,541,400	+ 69.9	165,900	282,600
Shoe stores	14	19	431,700	549,800	+ 27.4	60,800	188,700
Building Materials Group	34	30	1,229,600	2,152,100	+ 75.0	262,200	300,500
Furniture--Household--Radio Group	39	37	1,335,000	1,325,300	- 0.7	176,200	448,200
Restaurant Group	44	84	787,500	1,734,800	+120.3	338,400	47,900
Other Retail Stores	155	183	6,060,800	6,427,600	+ 6.1	575,300	895,400
Drug stores	23	22	797,100	768,300	- 3.6	87,400	201,600
Jewellery stores	15	15	305,100	423,600	+ 38.8	63,000	168,800
Tobacco stores and stands	17	44	403,300	552,800	+ 37.1	31,600	60,200
Second-Hand Group	33	35	226,300	207,600	- 8.3	15,900	44,200

Table 8. VICTORIA--Retail Merchandise Trade by Types of Operation

Comparison of Stores and Sales for 1930 and 1941

Kind of Business and Type of Operation	Number of Stores		Total Sales		Per cent of Sales	
	1930	1941	1930	1941	1930	1941
TOTAL, ALL STORES	209	858	\$ 27,106,500	\$ 36,730,100	100.0	100.0
Independent Stores	764	809	22,968,800	29,357,800	84.7	81.6
Chain Stores	45	49	4,139,700	6,742,300	15.3	18.4

